

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	326	100.0%	0.6%	153	100.0%	0.6%	173	100.0%	0.6%	65	100.0%	0.4%
Sexe												
Homme	153	47.0%	0.6%	153	100.0%	0.6%	0	0.0%	0.0%	33	50.6%	0.4%
Femme	173	53.0%	0.6%	0	0.0%	0.0%	173	100.0%	0.6%	32	49.4%	0.4%
Age												
15 à 24 ans	33	10.1%	0.4%	18	11.7%	0.5%	15	8.6%	0.4%	6	8.7%	0.2%
25 à 34 ans	34	10.6%	0.5%	18	11.5%	0.5%	17	9.8%	0.4%	14	21.0%	0.4%
35 à 49 ans	70	21.5%	0.6%	37	24.2%	0.6%	33	19.2%	0.5%	21	32.0%	0.3%
50 à 59 ans	65	20.0%	0.8%	25	16.6%	0.6%	40	23.0%	0.9%	23	36.3%	0.6%
60 ans et plus	123	37.8%	0.8%	55	36.1%	0.8%	68	39.4%	0.8%	1	2.1%	0.1%
Individu												
Ménagères	150	45.9%	0.6%	0	0.0%	0.0%	150	86.5%	0.6%	27	42.2%	0.4%
Personne de référence	153	47.0%	0.5%	129	84.4%	0.6%	24	13.9%	0.3%	31	47.9%	0.3%
Responsable des achats	220	67.5%	0.6%	71	46.5%	0.6%	149	86.1%	0.7%	45	70.2%	0.4%
PCS Individu												
Agriculteurs	7	2.0%	1.3%	3	1.9%	0.9%	4	2.1%	1.9%	0	0.0%	0.0%
Petits patrons	7	2.0%	0.4%	7	4.3%	0.5%	0	0.0%	0.0%	7	10.3%	0.5%
Affaires et Cadres	15	4.5%	0.3%	8	5.5%	0.3%	6	3.5%	0.3%	14	21.7%	0.3%
Professions intermédiaires	36	10.9%	0.5%	15	10.1%	0.4%	20	11.7%	0.5%	21	32.6%	0.3%
Employés	50	15.3%	0.6%	9	6.0%	0.4%	41	23.6%	0.6%	13	19.4%	0.7%
Ouvriers	44	13.4%	0.7%	42	27.5%	0.8%	1	0.8%	0.1%	1	1.9%	0.3%
Retraités	109	33.4%	0.8%	55	35.8%	0.9%	54	31.3%	0.8%	0	0.0%	0.0%
Autres inactifs	60	18.5%	0.6%	14	9.0%	0.4%	47	26.9%	0.7%	9	14.0%	0.3%
PCS Personne de référence												
Agriculteurs	8	2.5%	1.0%	3	2.1%	0.9%	5	2.8%	1.2%	0	0.0%	0.0%
Petits patrons	8	2.6%	0.3%	7	4.3%	0.5%	2	1.0%	0.1%	8	13.0%	0.3%
Affaires et Cadres	21	6.5%	0.3%	10	6.8%	0.3%	11	6.2%	0.3%	21	32.7%	0.3%
Professions intermédiaires	35	10.8%	0.4%	16	10.2%	0.4%	19	11.2%	0.5%	35	54.3%	0.4%
Employés	32	9.8%	0.6%	12	7.9%	0.5%	20	11.4%	0.6%	0	0.0%	0.0%
Ouvriers	75	22.9%	0.8%	44	28.6%	0.8%	31	17.9%	0.7%	0	0.0%	0.0%
Retraités	146	44.6%	1.0%	61	40.1%	0.9%	84	48.6%	1.0%	0	0.0%	0.0%
Autres inactifs	1	0.4%	0.0%	0	0.0%	0.0%	1	0.8%	0.1%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	40	12.3%	0.4%	19	12.3%	0.4%	21	12.3%	0.4%	7	11.6%	0.3%
2 personnes	131	40.1%	0.7%	61	40.1%	0.7%	69	40.1%	0.7%	17	25.7%	0.4%
3 personnes	79	24.2%	0.8%	29	19.2%	0.6%	50	28.7%	1.1%	18	27.2%	0.4%
4 personnes	49	14.9%	0.5%	31	20.3%	0.7%	18	10.2%	0.4%	18	28.0%	0.4%
5 personnes et +	28	8.4%	0.5%	13	8.2%	0.5%	15	8.6%	0.5%	5	7.4%	0.2%
Présence d'enfants de moins de 15 ans												
Oui	87	26.6%	0.6%	40	26.3%	0.6%	46	26.8%	0.5%	29	44.3%	0.4%
Non	239	73.4%	0.7%	113	73.7%	0.6%	127	73.2%	0.7%	36	55.7%	0.3%
Habitat												
Communes rurales	86	26.4%	0.7%	35	23.1%	0.6%	51	29.2%	0.8%	15	23.6%	0.5%
Agglo. - 20 000 hab	92	28.3%	1.0%	49	31.7%	1.1%	44	25.3%	0.9%	20	30.6%	0.7%
Agglo. 20 000 à 100 000 hab	67	20.6%	1.0%	26	16.8%	0.8%	41	24.0%	1.1%	4	6.2%	0.2%
Agglo. + 100 000 hab	79	24.1%	0.5%	41	27.1%	0.5%	37	21.5%	0.5%	24	36.6%	0.4%
Agglo. Paris	2	0.6%	0.0%	2	1.2%	0.0%	0	0.0%	0.0%	2	3.0%	0.0%
Régions INSEE												
Ile de France	3	0.9%	0.0%	2	1.2%	0.0%	1	0.7%	0.0%	2	3.0%	0.0%
Picardie	0	0.1%	0.0%	0	0.3%	0.1%	0	0.0%	0.0%	0	0.7%	0.1%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%
Centre	1	0.4%	0.1%	1	0.9%	0.1%	0	0.0%	0.0%	0	0.3%	0.0%
Pays de Loire	266	81.6%	8.8%	127	83.0%	8.8%	139	80.3%	8.8%	47	73.3%	5.3%
Bretagne	1	0.4%	0.0%	0	0.1%	0.0%	1	0.6%	0.1%	0	0.3%	0.0%
Poitou Charentes	51	15.6%	3.4%	21	13.4%	2.9%	31	17.6%	3.9%	13	19.9%	3.1%
Limousin	0	0.1%	0.0%	0	0.2%	0.1%	0	0.0%	0.0%	0	0.5%	0.2%
Rhône Alpes	1	0.4%	0.0%	0	0.0%	0.0%	1	0.7%	0.0%	1	1.9%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	1	0.4%	0.0%	1	0.8%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connection à Internet												
Tous les jours	246	75.4%	0.6%	127	83.1%	0.6%	119	68.6%	0.5%	62	96.5%	0.4%
Presque tous les jours	27	8.3%	0.4%	11	7.3%	0.4%	16	9.1%	0.5%	2	2.4%	0.1%
1 à 2 fois par semaine	53	16.1%	1.7%	14	9.2%	1.1%	38	22.2%	2.2%	1	1.1%	0.1%
1 à 3 fois par mois	1	0.2%	0.2%	1	0.4%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	3	1.0%	0.2%	3	1.7%	0.4%	1	0.3%	0.1%	2	3.6%	1.1%
De 9 000 à moins de 12 000 euros par an	9	2.7%	0.4%	5	3.5%	0.7%	4	2.1%	0.3%	1	1.9%	0.5%
De 12 000 à moins de 18 000 euros par an	37	11.2%	0.7%	8	5.1%	0.4%	29	16.7%	1.0%	2	3.1%	0.3%
De 18 000 à moins de 24 000 euros par an	54	16.5%	0.8%	22	14.2%	0.7%	32	18.5%	0.8%	8	12.0%	0.5%
De 24 000 à moins de 36 000 euros par an	95	29.1%	0.8%	51	33.3%	0.9%	44	25.3%	0.7%	17	26.1%	0.5%
De 36 000 à moins de 45 000 euros par an	60	18.3%	0.8%	27	17.8%	0.7%	33	18.9%	0.9%	7	11.3%	0.3%
De 45 000 à moins de 65 000 euros par an	39	12.1%	0.5%	25	16.3%	0.6%	14	8.4%	0.4%	16	25.5%	0.4%
65 000 euros et plus par an	10	3.1%	0.2%	6	3.7%	0.2%	4	2.6%	0.3%	8	11.8%	0.3%
Refus	15	4.7%	0.4%	4	2.5%	0.3%	11	6.5%	0.6%	2	3.6%	0.2%
Ne sait pas	4	1.3%	0.3%	3	2.0%	0.4%	1	0.8%	0.2%	1	1.1%	0.1%